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In Transit

TRAVEL NEWS, DEALS AND TIPS

TRENDING

Luxury Shopping Inside Your Room

Luxury hotels are increasingly partnering with high-end retailers to give guests insider shopping experiences and perks. Many of these collaborations are at properties in New York.

The Mark Hotel on Manhattan's Upper East Side has teamed with Bergdorf Goodman: Guests are ferried to and from the Fifth Avenue store in pedicabs and have access to shop before and after hours with Bergdorf's director of shopping. Those staying in a suite receive a \$500 gift card and a facial in the store's beauty department. Rooms from \$725, suites from \$1,200.

The Quin in Midtown is also working with Bergdorf's. The phones in each of the hotel's 208 rooms have a direct-dial button to the store's personal shopping team, which can set up appointments for a store visit and can order items to be delivered to guests. Terrace suite guests also receive a \$300 gift card. Rooms from \$499, suites from \$2,000.

Travelers who stay three or more nights in a suite at the WestHouse in Midtown receive a \$500 gift card to the online fashion retailer Net-a-Porter and can talk with the company's personal shoppers by pushing a button on in-room phones. Suites from \$999.

The St. Regis Washington, D.C.



The Mark Hotel in New York has pedicabs that shuttle guests to Bergdorf Goodman.

offers guests an opportunity to stock their room closets ahead of time with items from Neiman Marcus. Those interested answer a questionnaire about their style preferences and arrive to find a customized wardrobe. The service is free, and guests can try on the clothes. There is no obligation to buy them unless the clothes are worn. Rooms from \$395.

International hotels are also participating: Travelers staying a minimum of five nights in a suite at the Madinat Jumeirah in Dubai until the end of July receive a free pair of shoes from

Harvey Nichols as well as a pedicure. Suites from \$800.

These relationships are a way for stores to generate traffic and also appeal to travelers, according to Milton Pedraza, the founder of the New York-based luxury research and consulting firm the Luxury Institute. "Retailers and hotels assume that if you're staying at a pricey property, you have the means and inclination to shop, and these partnerships give you an incentive to do that with a specific name," he said.

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